## ORDER



Orders

37497 Order / Rev:

08875300

Alt Order #: Product Desc:

OBAMA/P/D

Estimate:

1904

Flight Dates:

Order Type:

10/09/12 - 10/15/12 10/03/12 / 10/03/12

Original Date / Rev:

**GENERAL** 

**GMMB** 

Primary AE:

Mike Jones

Sales Office:

Sales Region:

K-WAS National

Agency

Name:

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

00:15:00

Advertiser

Name:

Priority:

Obama, Barack D-President

Demographic:

A35+ PO1

Product Codes:

LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

# Spots Gross Amount End Date Net Amount 10/15/12 39 \$28,125.00 \$23,906.25 10/01/12

**Totals** Month

# Spots Gross Amount Net Amount Rating October 2012 39 \$28,125.00 \$23,906.25 0.00 39 0.00 Totals \$28,125.00 \$23,906.25

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KLAS	30%	\$28,125.00
Market	100%	\$93,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$23,437.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,687.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/09/12	10/15/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	4	\$200.00LV2	0.00 NM	4	\$800.00
				CBS This Mornin	g						1		
	<b>CBS TH</b>	IS MORN	ING										
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
W	eek: 10/0	09/12	10/15/12	MTWTF	4	\$200.00	0.00						
E 2	8	10/13/12	10/13/12	CBS Early Show -	- Sat. CM	5-7a	S-	:30	1	\$95.00LV2	0.00 NM	1	\$95.00
				<b>CBS Early Show</b>	- Sat.								

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KLAS

37497 Order / Rev:

Advertiser:

Obama, Barack D-President

10/09/12 - 10/15/12 Flight Dates:

08875300

Alt Order #:

Product Desc: OBAMA/P/D

1904

Estimate:

Ln Ch Start End CBS THIS MORNING SATU	•	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$95.00	Rating 0.00						
E 3 8 10/09/12 10/15/12		9-10a	MTWTF	:30	5	\$300.00LV2	0.00 NM	5	\$1,500.00
LIVE! WITH KELLY	Live w/Kelly								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/09/12 10/15/12 E 5 8 10/09/12 10/15/12	8 News Now Noon M-F CM	\$300.00 12-1230p	0.00 MTWTF	:30	5	\$325.00LV2	0.00 NM	5	\$1,625.00
	8 News Now Noon M-F	.ш .шогр			_	***************************************			• • • • • • • • • • • • • • • • • • • •
8 NEWS NOW AT NOON Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/09/12 10/15/12	MTWTF 5	\$325.00	0.00						
E 6 8 10/09/12 10/15/12	1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal	1230-2p	MTWTF	:30	1	\$375.00LV2	0.00 NM	1	\$375.00
THE BOLD AND THE BEAU	JTIFUL								
Start Date End Date Week: 10/09/12 10/15/12	Weekdays Spots/Week MTWTF 1	<u>Rate</u> \$375.00	Rating 0.00						
E 7 8 10/09/12 10/15/12	The Talk 2-3P CM	2-3p	MTWTF	:30	1	\$375.00LV2	0.00 NM	1	\$375.00
THE TALK	The Talk							1	
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/09/12 10/15/12 E 8 8 10/09/12 10/15/12	MTWTF 1 Ellen CM	\$375.00 3-4p	0.00 MTWTF	:30	5	\$425.00LV2	O OO NIM	5	\$2,125.00
	Ellen	3-4p	1411 # 1 12	.50	3	\$425.00L <b>V</b> Z	0.00 14141		<b>3</b> 2,125.00
ELLEN Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/09/12 10/15/12	MTWTF 5	\$425.00	0.00						
E 9 8 10/13/12 10/13/12		Various	S-	:30	1	\$275.00LV2	0.00 NM	1	\$275.00
POLITICS NOW	Politics Now S Sebelius	(5:30 PM-6:0	JU PIM)						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
E 10 8 10/14/12 10/14/12	Sun 530-6p Ins Ed Wkn@M Inside Edition Wknd	530-6p	\$	:30	1	\$165.00LV2	0.00 NM	1	\$165.00
INSIDE EDITION	moide Edition Withd								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$165.00	Rating 0.00						
	8 News Now 4p M-F CM	4-5p	MTWTF	:30	3	\$450.00LV2	0.00 NM	3	\$1,350.00
8 NEWS NOW AT 4PM & 43	8 News Now 4p M-F	(4:30 PM-5:0	00 PM)						
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					:	
Week: 10/09/12 10/15/12 E 12 8 10/09/12 10/15/12	MTWTF 3 630-7p Inside Edition CM	\$450.00 630-7p	0.00	:30		\$22E 0011/2	0.00 NA		£050.00
	Inside Edition	030-7p	MTWTF	.30	2	\$325.00LV2	0.00 NM	2	\$650.00
INSIDE EDITION Start Date End Date	Maakdays Snots/Mook	Pata	Poting						
<u>Start Date</u> <u>End Date</u> Week: 10/09/12 10/15/12	Weekdays Spots/Week MTWTF 2	<u>Rate</u> \$325.00	Rating 0.00						
E 13 8 10/09/12 10/15/12		7-8p	MTWTF	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
ET/INSIDER	7-8p Rotator								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/09/12 10/15/12 E 14 8 10/13/12 10/13/12	MTWTF 2 Sat 7-8p - ET Wknd CM	\$350.00 7p-730p	0.00 S-	:30	1	\$220.00LV2	0.00 NM	1	\$220.00
	Insider Weekend	i	J	. = <del>-</del>	•	, <b>~~~~</b>		·	
ET WEEKEND  Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	S- 1	\$220.00	0.00						
E 17 8 10/09/12 10/15/12	• • • • • • • • • • • • • • • • • • • •	137-207a (1:37 XM-2:3	MTWTF 7 XM)	:30	2	\$40.00LV2	0.00 NM	2	\$80.00
E PLAYGROUND		, / NO EIO	,						

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Order / Rev: 37497 Advertiser:

Obama, Barack D-President

Alt Order #: Flight Dates: 08875300 10/09/12 - 10/15/12 Product Desc:

OBAMA/P/D

Estimate:

1904

KLAS

Totals

\$28,125.00

39

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 17	8	10/09/12	2 10/15/12	137-237a M-F Elec	: Plyg@M	137-207a	MTWTF	:30	2	\$40.00LV2	0.00 NM	2	\$80.00
				Electric Playgroun	d	(1:37 XM-2:	37 XM)						
ΕI		GROUND											
		rt Date	End Date		Spots/Week	Rate	Rating						
Wee	k: 10/	09/12	10/15/12	MTWTF	2	\$40.00	0.00						
E 18	8	10/13/12	2 10/13/12	Sat 1235-135a Da	Vinci I6M	12.35a-1.35	-	:30	1	\$50.00LV2	0.00 NM	1	\$50.00
				Da Vinci Inquest		(12:35 XM-1	:35 XM)						
DA	WINC			144 1 1	O t . 001 1.	D-4-	D-4:						
144		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating 0.00						
	k: 10/		10/14/12	<u>_</u>	1	\$50.00				0.40.001140	0.00.104		0.40.00
E 19	8	10/14/12	2 10/14/12	Su 1205-105a Hou		1205-105a	S	:30	1	\$40.00LV2	0.00 NM	1	\$40.00
05	RIMET	TINAE		Crimetime Saturda	ay								
Cr		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Mee	<u>عاد</u> /k: 10		10/14/12	S	<u>50015/4466K</u>	\$40.00	0.00						
N 20	8		2 10/11/12	Thu 9-10p	CM	9-10p	T	:30	1	\$9,450.00LV1	0.00 NM	1	\$9,450.00
N 20	0	10/11/12	2 10/11/12	Big Bang / Two 1/3		9-10p		.50	' '	\$5,430.00EV1	U.UU INIVI		φ <del>9</del> ,430.00
	Sto	rt Date	End Date		Spots/Week	Rate	Rating						
Moo		08/12	10/14/12	<u>vveekuays</u> T	Spois/vveek	\$9,450.00	0.00						
N21	8		2 10/11/12	Thu 10-11p	CM	10-11p	T	:30	4	\$8,000.00LV1	0.00 NM	1	\$8,000.00
NZI	0	10/11/12	2 10/11/12	Person Of Interest		10-11р		.30		\$6,000.00LV I	U.UU INIVI	'	\$6,000.00
	Cto	rt Date	End Date		Spots/Week	Rate	Rating						
Moo		08/12	10/14/12	T	Spois/vveek	\$8,000.00	0.00						
N 22	8 8		2 10/15/12	8 News Now 6a M	-F CM	6-7a	MTF	:30		\$250.00LV3	0.00 NM		¢250.00
IN 22	0	10/11/12	2 10/15/12	8 News Now 6a M		0-/a	M11	.30	•	\$250.00LV3	U.UU INIVI	l	\$250.00
	C+-	rt Date	End Date		•	Data	Detine						
Maa	<u>่ อเส</u> k: 10/		10/15/12	<u>Weekdays</u> MTF	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
vvee	K. 10/	U3/ 1Z	10/13/12	M 11 ==	<u> </u>	φ230.00	0.00						